

Station WAVY-TV NORFOLK, VA. Agency () GREAT AMERICAN MEDIA Rep Firm () PHILADELPHIA
Advertiser () DSCC IE 3050 K ST NW Sales Office ()
Product D.S.C.C. IE WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 10/16/2012 - 10/22/2012 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 34,400
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|--------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 6A-7A | AM NEWS | :30 | \$2,000.00 | 10/16-10/19 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: AM NEWS | | | | | | | | |
| | 2 | TU-F | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 10/16-10/19 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 3 | M | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 10/22-10/22 | 1 | 1 | 1 | \$2,000.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 4 | SA | 6A-7A | SATURDAY EARLY AM NEWS | :30 | \$500.00 | 10/20-10/20 | 1 | 1 | 1 | \$500.00 | |
| | | | | Buyline Comment: SATURDAY EARLY AM NEWS | | | | | | | | |
| | 5 | SA | 7A-8A | SATURDAY AM NEWS | :30 | \$800.00 | 10/20-10/20 | 1 | 1 | 1 | \$800.00 | |
| | | | | Buyline Comment: SATURDAY AM NEWS | | | | | | | | |
| | 6 | SA | 8A-10A | SATURDAY TODAY SHOW | :30 | \$1,200.00 | 10/20-10/20 | 1 | 1 | 1 | \$1,200.00 | |
| | | | | Buyline Comment: SATURDAY TODAY SHOW | | | | | | | | |
| | 7 | SU | 6A-7A | SUNDAY EARLY AM NEWS | :30 | \$500.00 | 10/21-10/21 | 1 | 1 | 1 | \$500.00 | |
| | | | | Buyline Comment: SUNDAY EARLY AM NEWS | | | | | | | | |
| | 8 | SU | 7A-8A | SUNDAY AM NEWS | :30 | \$800.00 | 10/21-10/21 | 1 | 1 | 1 | \$800.00 | |
| | | | | Buyline Comment: SUNDAY AM NEWS | | | | | | | | |

| | | | | | | | |
|------------|---------|------|---|--------|-----|----------------|--------------------|
| Rep Order# | 6849170 | Ver# | 1 | Status | New | Traffic Order# | 09/10/2012 4:16 PM |
| Printed: | | | | | | | 3 of 4 |

EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 09/10/2012 4:16 PM

3 of 4

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K

6
9
1

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

3050 K ST NW

Rep Firm

) PHILADELPHIA

Product D.S.C.C. IE

WASHINGTON, DC 20007

) ANJIE BRADY

Estimate#

Agency C/P1/P2/E

T

Buyer DAN NAGELBERG

Flight Dates 10/16/2012 - 10/22/2012

Salesperson Phone# 215-567-6005

Phone

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

CHRONOLOGICAL

www.mindgarden.com

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|--|-------------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 20 | SA | 6P-630P | ----- | :30 | \$500.00 | 10/20-10/20 | 1 | 1 | 1 | \$500.00 | ----- |
| | | Buyline Comment: SAT 6P NEWS | | | | | | | | | | |
| | 21 | TU-F | 7P-730P | ----- | :30 | \$1,500.00 | 10/16-10/19 | 1 | 1 | 1 | \$1,500.00 | ----- |
| | | Buyline Comment: ENTERTAINMENT TONIGHT | | | | | | | | | | |
| | 22 | M | 730P-8P | ----- | :30 | \$1,500.00 | 10/22-10/22 | 1 | 1 | 1 | \$1,500.00 | ----- |
| | | Buyline Comment: ACCESS HOLLYWOOD | | | | | | | | | | |
| | 23 | SA | 7P-8P | ----- | :30 | \$300.00 | 10/20-10/20 | 1 | 1 | 1 | \$300.00 | ----- |
| | | Buyline Comment: ENTERTAINMENT THIS WEEK | | | | | | | | | | |
| | 24 | SU | 7P-815P | ----- | :30 | \$1,800.00 | 10/21-10/21 | 1 | 1 | 1 | \$1,800.00 | ----- |
| | | Buyline Comment: FOOTBALL NIGHT IN AMERICA | | | | | | | | | | |
| | 25 | M | 11P-1135P | ----- | :30 | \$2,000.00 | 10/22-10/22 | 1 | 1 | 1 | \$2,000.00 | ----- |
| | | Buyline Comment: LATE NEWS | | | | | | | | | | |
| | 26 | SA | 11P-1130P | ----- | :30 | \$2,000.00 | 10/20-10/20 | 1 | 1 | 1 | \$2,000.00 | ----- |
| | | Buyline Comment: SAT LATE NEWS | | | | | | | | | | |
| | 27 | SU | 1130P-12A | ----- | :30 | \$2,000.00 | 10/21-10/21 | 1 | 1 | 1 | \$2,000.00 | ----- |
| | | Buyline Comment: SUN LATE NEWS | | | | | | | | | | |
| | 28 | TU-F | 1135P-1235A | ----- | :30 | \$500.00 | 10/16-10/19 | 1 | 1 | 1 | \$500.00 | ----- |
| | | Buyline Comment: THE TONIGHT SHOW | | | | | | | | | | |
| | 29 | M | 1135P-1235A | ----- | :30 | \$500.00 | 10/22-10/22 | 1 | 1 | 1 | \$500.00 | ----- |
| | | Buyline Comment: THE TONIGHT SHOW | | | | | | | | | | |
| | 30 | SA | 1130P-1A | ----- | :30 | \$800.00 | 10/20-10/20 | 1 | 1 | 1 | \$800.00 | ----- |
| | | Buyline Comment: SATURDAY NIGHT LIVE | | | | | | | | | | |

Rep Order# 6849170 Ver# 1 Status New Traffic Order# Printed: 09/10/2012 4:16 PM 4 of 4

EC'd Yes Last Received: 09/05/2012 10:12 AM

Showing Buylines: All Lines

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|----|----|-----|---------|---------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 31 | SA | 330P-7P | NOTRE DAME FOOTBALL | :30 | \$600.00 | 10/20-10/20 | 1 | 1 | 1 | \$600.00 | |

Buyline Comment: NOTRE DAME FOOTBALL

---REPORT TOTALS---

Report Totals: 31 / \$34,400.00

---SALES MONTHLY TOTALS---

Oct 12: 31 / \$34,400.00
Sales Totals: 31 / \$34,400.00
Station Totals: 31 / \$34,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$122,857 | CATV 0% | WAVY 28% | WGNT 3% | WPXV 0% | WTKR 21% |
| | | WTVZ 5% | WVBT 5% | WVEC 38% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE